CLAIMS

1.   A television system comprising television transmission apparatus, a television transmission medium, and one or more television receiving devices, wherein the television transmission apparatus includes means for transmitting video, audio, and data signals, said data signals comprising data representing television advertisement information concerning advertisements which are to be transmitted, and said television receiving device(s) comprising a data decoder for decoding said transmitted data, a memory for storing at least some of the data received by said receiving device(s), and a processor arranged to examine the stored data to determine advertisements which may be of interest to a viewer based on information entered by the viewer and/or information derived from monitoring the viewing habits of the viewer, wherein the data signals include data provided by a plurality of reviewers representing individual ratings of advertisements or the products or services promoted by said advertisements to be transmitted and the processor is arranged to select or suggest advertisements for viewing by taking into account the ratings of one or more of the reviewers.

2.   Television transmission apparatus comprising means for entering individual ratings from a plurality of critics into a database for at least some of the advertisements or the products or services promoted by said advertisements to be transmitted by that or other television transmission apparatus and receivable by one or more receiving device(s), means for encoding the ratings for transmission with other data associated with the programmes, and means for transmitting the data.

3.   Television transmission apparatus as claimed in Claim 2 in which the data is multiplexed with one or more of the television programmes being transmitted by the transmission apparatus.

4.   Television transmission apparatus as claimed in Claim 2 in which the data is transmitted on a separate channel dedicated to data transmission.

5.   A television receiving device for receiving television programmes and data signals transmitted by television transmitting apparatus, said receiving device comprising a data decoder for decoding said transmitted data, a memory for storing at least some of the data decoded by said data decoder, and a processor arranged to select and/or suggest advertisements for a viewer to receive, said selection and/or suggestion being based on information entered by a user and/or derived from monitoring the viewing habits of the user, in which the data signals include data representing the individual ratings of a particular advertisement or particular products or services promoted by the advertisements by a plurality of reviewers and that said selection is further based on the rating accorded by one or more of the reviewers.

6.   A television receiving device as claimed in Claim 5 in which a separate user profile is stored for each user so that when a particular user is identified suitable advertisements are selected and/or suggested.

7.   A television receiving device as claimed in Claim 5 or Claim 6 in which a remote control device is provided to enable the user to select programmes and other functions of the receiver, wherein the remote control device is arranged to transmit an identification signal to the receiving device specific to the user and the receiving device includes means for receiving the identifying signal and determining the identity of the user.

8.   A television receiving device as claimed in Claim 7 in which the remote control device includes means for transmitting one of a plurality of identification signals, the particular identification signal transmitted depending on the person currently using the remote control device.

9.   A television receiving device as claimed in Claim 5 or Claim 6 in which a plurality of remote control devices are provided, each of which is arranged to transmit a different identification signal and each of which is identifiable to the users to enable each user to use a particular one of the remote control devices.

10.   A television receiving device as claimed in any of Claims 5 to 9 for receiving data signals transmitted on a different channel from television programmes comprising first channel selection means for selecting a programme channel and second channel selection means for selecting a data channel.

11.   A television receiving device as claimed in any of Claims 5 to 10 which comprises a set top box.

12.   A television receiving device as claimed in any of Claims 5 to 10 which comprises a video recorder.

13.   A method of selecting television advertisements for viewing and/or recording comprising the steps of:

i) receiving data representing advertisements to be transmitted, said data indicating at least the date, and time of transmission of the advertisement and the advertisement type;

ii) receiving data representing a rating given to programmes by an individual and/or an organisation;

iii) storing at least some of the data;

iv) entering and/or generating and storing a user profile indicating the type of advertisement of interest to the user; and

v) selecting a programme for viewing and/or recording using the stored data and the user profile.

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14.   A method as claimed in Claim 13 in which the selection step comprises providing a suggestion to the user as to which current or future advertisements are likely to be of interest.

15.   A method as claimed in Claim 13 or Claim 14 in which the user profile is generated and/or refined by monitoring those programmes the user chooses to view or record.

16.   A method as claimed in any of Claims 13 to 15 comprising the steps of storing user profiles for a plurality of users, identifying the current user, and using the profile of the current user in step v).